

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Margaret Aleles et al. Confirmation No.: 7043  
Application No.: 10/695,931 Group No.: 3626  
Filed: October 29, 2003 Examiner: Rachel L. Porter  
For: METHOD FOR PROVIDING PERSONALIZED PROGRAMS TO  
RETAIL CUSTOMERS

**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**RESPONSE TO RESTRICTION REQUIREMENT**

Sir:

In response to the Restriction Requirement of December 14, 2009, the time for response being due January 14, 2010, please consider the following remarks:

**Listing of the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.

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**CERTIFICATE OF EFS SUBMISSION (37 C.F.R. § 1.8(a)(i)(1)(C))**

I hereby certify that on January 14, 2010, that this correspondence is being submitted to the Patent and Trademark Office via the Office Electronic Filing System in accordance with § 1.6(a)(4).

/Margaret Turner/  
*Signature*

Margaret Turner, Patent Paralegal  
*Type or print name of person certifying*